GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:519
ANSWERED ON:02.05.2005
DEVELOPMENT OF TOURISM INDUSTRY
Vallabbhaneni Shri Balashowry

Will the Minister of TOURISM be pleased to state:

(a) whether tourist arrivals in India last year was around three million;

(b) if so, whether the Government is aware that this is much less as compared to other developed countries and also countries like Malaysia and Mauritius;

(c) if so, the reasons therefor;

(d) the long term measures proposed to be taken to give boost to tourism industry in India; and

(e) the names of States where there is considerable scope for expansion of tourism industry?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a), (b), (c), (d) and (e): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.519 FOR 2.5.2005 REGARDING DEVELOPMENT OF TOURISM INDUSTRY

(a): An estimated 3.37 million foreign tourists arrived in India during the year 2004.

(b): As per the provisional estimates received from World Tourism Organization (WTO), foreign tourist arrivals in a few developed countries and Malaysia / Mauritius during 2003 and 2004 were as follows:

(In Million)

Country/Year	2003	2004
France	75.05	75.12
Spain	51.83	53.59
U.S.A.	41.21	46.12
Malaysia	10.58	16.47
Mauritius	0.70	0.71

(c): The main constraints facing the tourism sector are shortage of air seat capacity, high air fares, shortage of hotel accommodation and high hotel tariffs, facilitation of entry to India by International Tourists, the multiplicity and high level of taxation, restricted land use policies of State Governments, etc.

(d): A number of long term and short term measures have been taken by the Government to give boost to the tourism industry in India, including:

? Positioning and maintaining tourism development as a National priority activity;
? Enhancing and maintaining the competitiveness of India as a tourism destination;
? Improving India`s existing tourism products and expanding these to meet new market requirements;
? Creation of world class infrastructure;
? Special thrust to rural and small segment tourism;
? Attention to civilizational issues and issues pertaining to civic administration, good

g overnance and also of social and cultural values; and
? Development of integrated tourism circuits.

In addition, the Government is also taking the following measures to attract more foreign tourists to India.

? Direct approach to the consumers through Electronic and Print media through the `Incredible India` Campaign.
? Creation of World Class Collaterals.
? Centralized Electronic Media Campaign.
? Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
? Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
? Participation in Trade Fairs & Exhibitions
? Optimize Editorial PR and Publicity.
? Use of Internet and web marketing.
? Generating Tourist Publications.
? Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

(e): India is one of the most ancient civilizations of the world. It has many tourism assets which are ecologically sound, culturally enriching and spiritually elevating. It has vast bounties of nature − majestic mountains, lovely beaches, wonderful wildlife and enchanting bird sanctuaries, and also great treasures of art, architecture and philosophic thought. Every State of India is unique in its own way and has some thing different to offer to tourists. The present level of foreign tourist arrivals in India is below its potential. All possible steps for expansion of tourism in all the States / UTs in India are being taken effectively.